

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for ~~associating~~ assigning data with product abstractions comprising the steps of:

inspecting a first data set that includes data that corresponds to an offer to sell a particular product by a particular party;  
based on the first data set, ~~associating~~ assigning said particular product ~~[[with]]~~ to a product category; and  
matching said first data set with a product abstraction based, at least in part, on the product category to which said particular product corresponds.

2. (original) The method of Claim 1, wherein said offer to sell a particular product by a particular party is a first product offering of a plurality of product offerings; said product abstraction is one of a plurality of product abstractions and each product abstraction is associated with one or more product categories; and the method further comprises the steps of:

generating mapping information associating each product offering in said plurality of product offerings with one or more product abstractions in the plurality of product abstractions;  
receiving a query; and  
generating a result set for the query based on said mapping information.

3. (previously presented) A method for associating data with product abstractions comprising the steps of:

inspecting a first data set that includes data that corresponds to an offer to sell a particular product by a particular party;  
based on the first data set, associating said particular product with a product category;  
and  
matching said first data set with a product abstraction based, at least in part, on the product category to which said particular product corresponds;  
wherein said offer to sell a particular product by a particular party is a first product offering of a plurality of product offerings; said product abstraction is one of a plurality of product abstractions and each product abstraction is associated with one or more product categories; and the method further comprises the steps of:  
generating mapping information associating each product offering in said plurality of product offerings with one or more product abstractions in the plurality of product abstractions;  
receiving a query;  
generating a result set for the query based on said mapping information;  
charging a party associated with a particular referenced entity in the result set based at least in part on inclusion of said particular referenced entity in said result set; and  
determining how much to charge the party based, at least in part, on a product category associated with said referenced entity.

4. (original) The method of Claim 2, wherein the result set is a list of one or more references.

5. (original) The method of Claim 4, wherein each reference of the list of references corresponds to a referenced entity, and wherein each referenced entity associated with each reference in the list of references is one of a product abstraction, a merchant, a product offering or a product category.

6. (original) The method of Claim 1, wherein the step of matching said first data set with a product abstraction further comprises the steps of:

determining that said first data set does not correspond to any product abstractions in a plurality of existing product abstractions;  
generating a new product abstraction based on said first data set; and  
matching said first data set with said new product abstraction.

7. (original) The method of Claim 1, wherein the step of determining, based on a first data set, a product category to which a particular product corresponds further comprises the steps of:

determining that said first data set does not correspond to any product category in a plurality of existing product categories;  
generating a new product category based on said first data set; and  
associating said first data set with said new product category.

8. (original) The method of Claim 2, wherein said result set includes a particular reference to a particular referenced entity, and wherein the method further comprises the steps of:

providing said one or more result sets to one or more users; and

monitoring the number of times that said one or more users select said particular reference associated with said particular referenced entity from said one or more result sets.

9. (original) The method of Claim 8, further comprising the step of charging a party associated with said particular referenced entity a fee based on the number of times said one or more users select said particular reference.
10. (original) The method of Claim 2, wherein the step of generating a result set further comprises generating a page that contains one or more sponsored references and one or more unsponsored references, wherein a sponsored reference is a first reference associated with a first referenced entity, and for which a first party associated with said first referenced entity is charged for each inclusion of said first reference in said one or more result sets, and wherein an unsponsored reference is second reference for which no party will be charged for each inclusion of said second reference in said one or more result sets.
11. (original) The method of Claim 2, wherein the step of generating a result set further comprises generating a page that contains one or more attributes of one or more products in one or more particular product categories.
12. (original) The method of Claim 2, wherein the step of generating a result set further comprises generating a page which contains a comparison of one or more attributes of one or more entities that are referenced in the page with one or more attributes of one or more other entities that are referenced in the page.
13. (original) The method of Claim 8, further comprising the step of providing, to a party associated with said particular referenced entity, activity reports based on information

generated during the step of monitoring the number of times said one or more users selects the reference associated with said particular referenced entity.

14. (original) The method of Claim 2, wherein said list of references comprises a plurality of references, and wherein the method further comprises the steps of

displaying said plurality of references in a particular order within said result set, determining said particular order based on a set of aspects of each reference in said plurality of references and a set of aspects of each referenced entity to which each reference in said plurality of references refers, wherein the aspects comprise one or more of likelihood that a reference satisfies a query, existence of sponsorship, and cost of sponsorship.

15. (original) The method of Claim 2, wherein the step of generating the result set further comprises the steps of:

applying a similarity measure between one or more aspects of a particular reference and one or more aspects of a plurality of other references, wherein said aspects include one or more aspects of the reference and one or more aspects of the referenced entity; and selecting which references to include in said result set based on said similarity measure.

16. (original) The method of Claim 1, wherein the step of matching said first data set with a product abstraction comprises the step of comparing an identifier corresponding to said product abstraction to an identifier corresponding to said first data set.

17. (original) The method of Claim 16, wherein the identifier is chosen from the group consisting of Universal Product Code, International Standard Book Number, manufacturer, manufacturer's part number, and model number.
18. (original) The method of Claim 1, wherein the step of determining a product category to which said particular product corresponds comprises the step of comparing an identifier corresponding to said product category to an identifier corresponding to said first data set.
19. (original) The method of Claim 18, wherein the identifier is chosen from the group consisting of Universal Product Code, International Standard Book Number, manufacturer, manufacturer's part number, and model number.
20. (original) The method of Claim 1, wherein the product category maps to one or more products abstractions, merchants, product offerings, and other product categories.
21. (original) The method of Claim 1, further comprising the step of obtaining product information for said first set of data by extracting the product information from an electronic catalog.
22. (original) The method of Claim 1, further comprising the step of obtaining product information for said first set of data by crawling web sites over the Internet.
23. (previously presented) A method for associating data with product abstractions comprising the steps of:

inspecting a first data set that includes data that corresponds to an offer to sell a particular product by a particular party;

based on the first data set, associating said particular product with a product category;  
and

matching said first data set with a product abstraction based, at least in part, on the  
product category to which said particular product corresponds

wherein said offer to sell a particular product by a particular party is a first product  
offering of a plurality of product offerings; said product abstraction is one of a plurality of  
product abstractions and each product abstraction is associated with a one or more product  
categories; and the method further comprises the steps of:

generating mapping information associating each product offering in said plurality of  
product offerings with one or more product abstractions in the plurality of  
product abstractions; and

revising said mapping information, wherein the step of revising comprises one or  
more of the following steps:

changing a mapping between a data set and a product offering;

changing a mapping between a first product category and a second product  
category; and

changing a data set.

24. (original) A machine-readable medium carrying one or more sequences of instructions  
which, when executed by one or more processors, causes the one or more processors to  
perform the method recited in Claim 1.

25. (original) A machine-readable medium carrying one or more sequences of instructions  
which, when executed by one or more processors, causes the one or more processors to  
perform the method recited in Claim 2.

26. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 3.

27. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 4.

28. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 5.

29. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 6.

30. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 7.

31. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 8.

32. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 9.

33. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 10.

34. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 11.

35. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 12.

36. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 13.

37. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 14.

38. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 15.

39. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 16.

40. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 17.

41. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 18.

42. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 19.

43. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 20.

44. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 21.

45. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 22.

46. (original) A machine-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 23.